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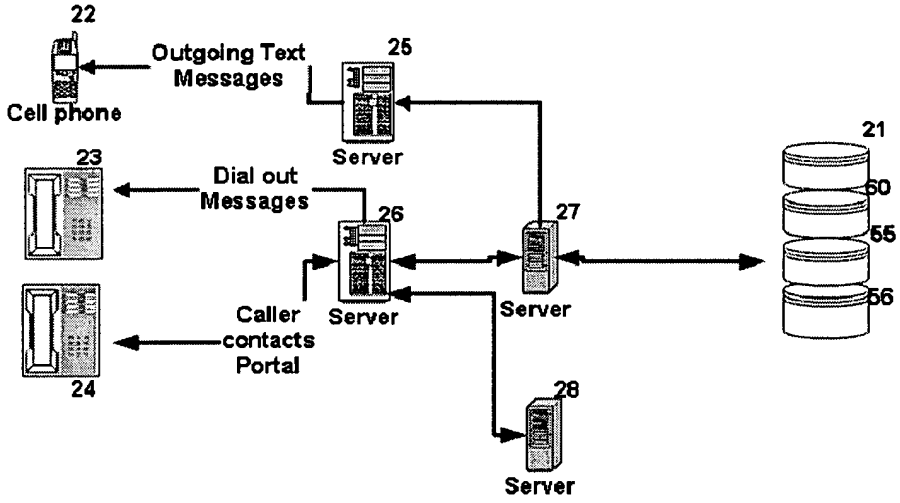

FIG. 1

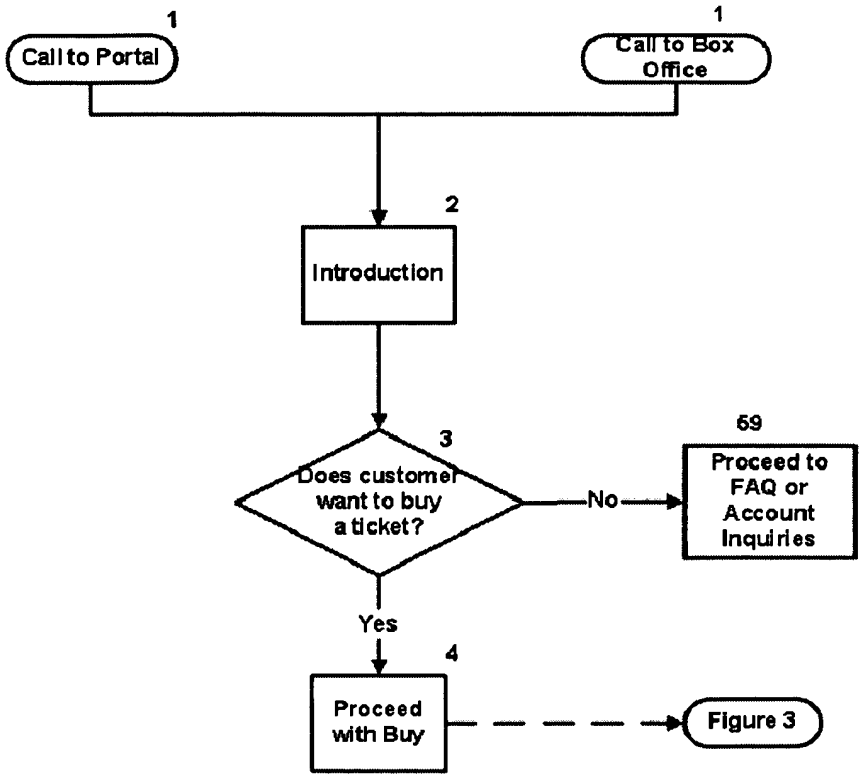
1
Call to Portal
1
Call to Box Office
2
Introduction
3
Does customer want to buy a ticket?
No
69
Proceed to FAQ or Account Inquiries
Yes
4
Proceed with Buy
Figure 3

FIG. 2

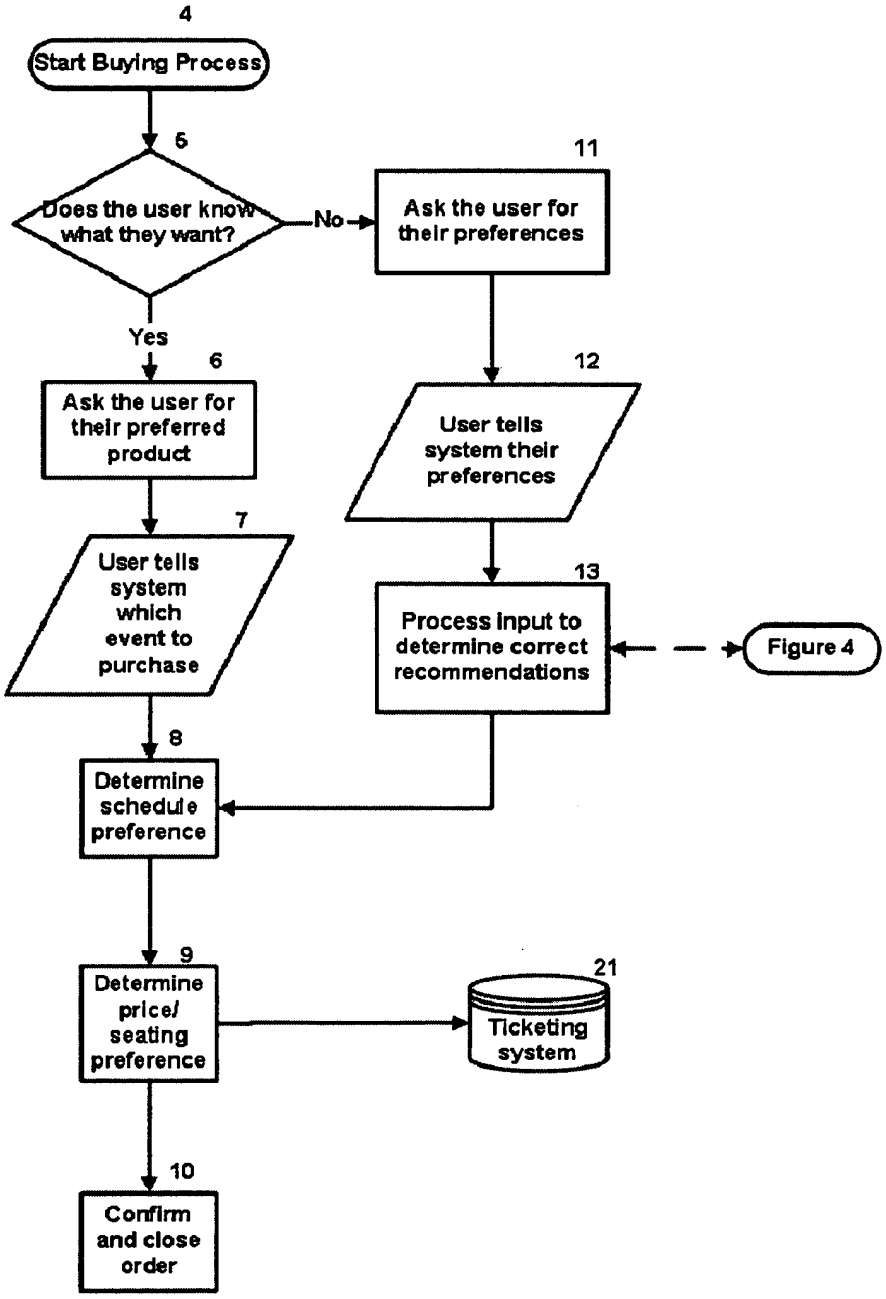
4
Start Buying Process
5
Does the user know what they want?
No
11
Ask the user for their preferences
Yes
6
Ask the user for their preferred product
12
User tells system their preferences
7
User tells system which event to purchase
13
Process input to determine correct recommendations
Figure 4
8
Determine schedule preference
9
Determine price/ seating preference
21
Ticketing system
10
Confirm and close order

FIG. 3

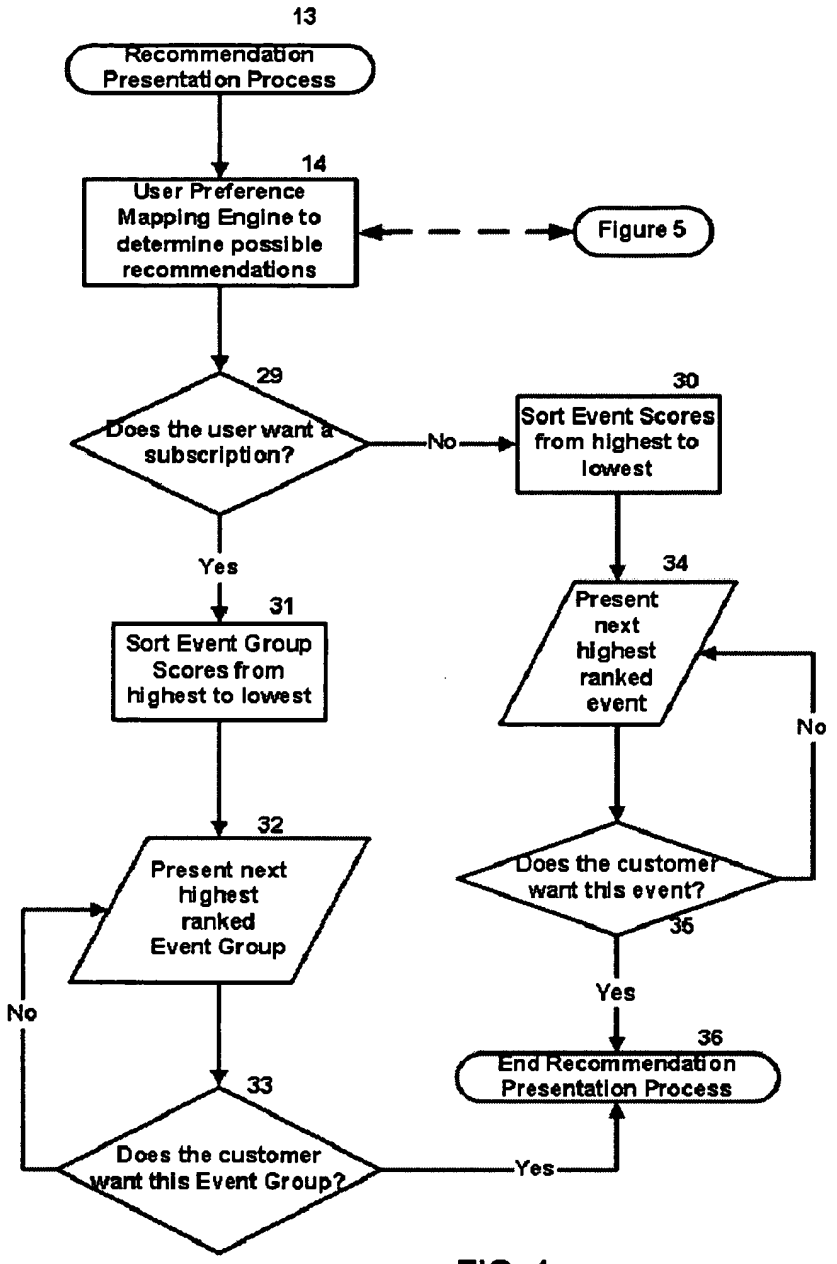
13
Recommendation Presentation Process
14
User Preference Mapping Engine to determine possible recommendations
Figure 5
29
Does the user want a subscription?
No
30
Sort Event Scores from highest to lowest
Yes
31
Sort Event Group Scores from highest to lowest
34
Present next highest ranked event
No
32
Present next highest ranked Event Group
Does the customer want this event?
35
No
Yes
36
End Recommendation Presentation Process
33
Does the customer want this Event Group?
Yes

FIG. 4

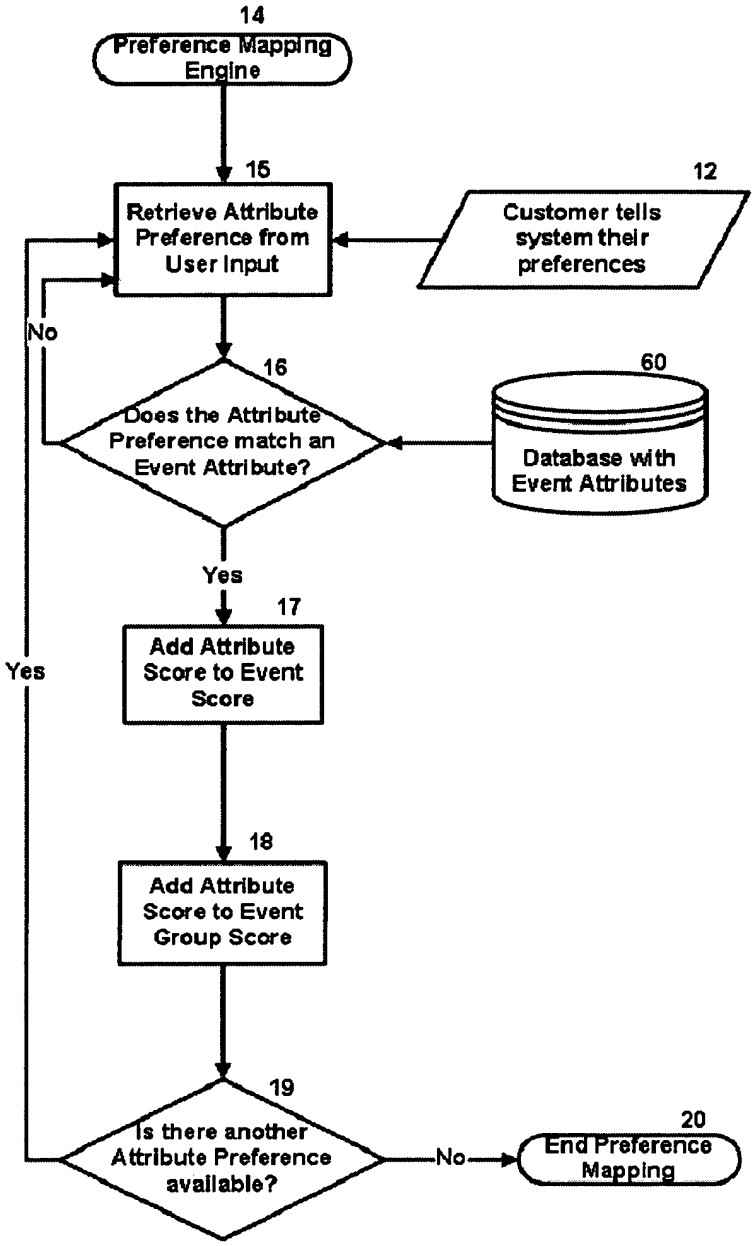
14
Preference Mapping Engine
15
Retrieve Attribute Preference from User Input
12
Customer tells system their preferences
No
16
Does the Attribute Preference match an Event Attribute?
60
Database with Event Attributes
Yes
17
Add Attribute Score to Event Score
Yes
18
Add Attribute Score to Event Group Score
19
Is there another Attribute Preference available?
No
20
End Preference Mapping

FIG. 5

FIGURE 6

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Series	**Package**	**Time**	**Day**	**Month**	**Date**	**Piece Name**	**RS**	**PS**	**AS**	**Composer**	**RS**	**PS**	**AS**	**Instrument**	**RS**	**PS**	**AS**
Classic	A1	Eve	Thursday	March	28	Sinfonia form Easter Oratorio	#	#	#	Bach	#	#	#	Orchestra	#	#	#
						Silente venti, motet	#	#	#	Handel	#	#	#	Orchestra	#	#	#
						Suite from Abdelazer	#	#	#	Purcell	#	#	#	Orchestra	#	#	#
						Two arias from La Resurrezione	#	#	#	Handel	#	#	#	Orchestra	#	#	#
						Brandenburg Concerto No. 1	#	#	#	Bach	#	#	#	Orchestra	#	#	#
Classic	A1	Eve	Friday	March	29	Sinfonia form Easter Oratorio	#	#	#	Bach	#	#	#	Orchestra	#	#	#
						Silente venti, motet	#	#	#	Handel	#	#	#	Orchestra	#	#	#
						Suite from Abdelazer	#	#	#	Purcell	#	#	#	Orchestra	#	#	#
						Two arias from La Resurrezione	#	#	#	Handel	#	#	#	Orchestra	#	#	#
						Brandenburg Concerto No. 1	#	#	#	Bach	#	#	#	Orchestra	#	#	#
Classic	A1	Eve	Saturday	March	30	Sinfonia form Easter Oratorio	#	#	#	Bach	#	#	#	Orchestra	#	#	#
						Silente venti, motet	#	#	#	Handel	#	#	#	Orchestra	#	#	#
						Suite from Abdelazer	#	#	#	Purcell	#	#	#	Orchestra	#	#	#
						Two arias from La Resurrezione	#	#	#	Handel	#	#	#	Orchestra	#	#	#
						Brandenburg Concerto No. 1	#	#	#	Bach	#	#	#	Orchestra	#	#	#

(database diagram extended for formatting purposes)

							S	T	U	V	W	X	Y	Z
Series	**Package**	**Time**	**Day**	**Month**	**Date**	**Piece Name**	**Conductor**	**RS**	**PS**	**AS**	**Guest Artist**	**RS**	**PS**	**AS**
Classic	A1	Eve	Thursday	March	28	Sinfonia form Easter Oratorio	Nicholas McGegan	#	#	#		#	#	#
						Suite from Abdelazer	Nicholas McGegan	#	#	#		#	#	#
						Two arias from La Resurrezione	Nicholas McGegan	#	#	#	Cyndia Sieden	#	#	#
						Brandenburg Concerto No. 1	Nicholas McGegan	#	#	#		#	#	#
Classic	A1	Eve	Friday	March	29	Sinfonia form Easter Oratorio	Nicholas McGegan	#	#	#		#	#	#
						Silente venti, motet	Nicholas McGegan	#	#	#		#	#	#
						Suite from Abdelazer	Nicholas McGegan	#	#	#		#	#	#
						Two arias from La Resurrezione	Nicholas McGegan	#	#	#	Cyndia Sieden	#	#	#
						Brandenburg Concerto No. 1	Nicholas McGegan	#	#	#		#	#	#
Classic	A1	Eve	Saturday	March	30	Sinfonia form Easter Oratorio	Nicholas McGegan	#	#	#		#	#	#
						Silente venti, motet	Nicholas McGegan	#	#	#		#	#	#
						Suite from Abdelazer	Nicholas McGegan	#	#	#		#	#	#
						Two arias from La Resurrezione	Nicholas McGegan	#	#	#	Cyndia Sieden	#	#	#
						Brandenburg Concerto No. 1	Nicholas McGegan	#	#	#		#	#	#

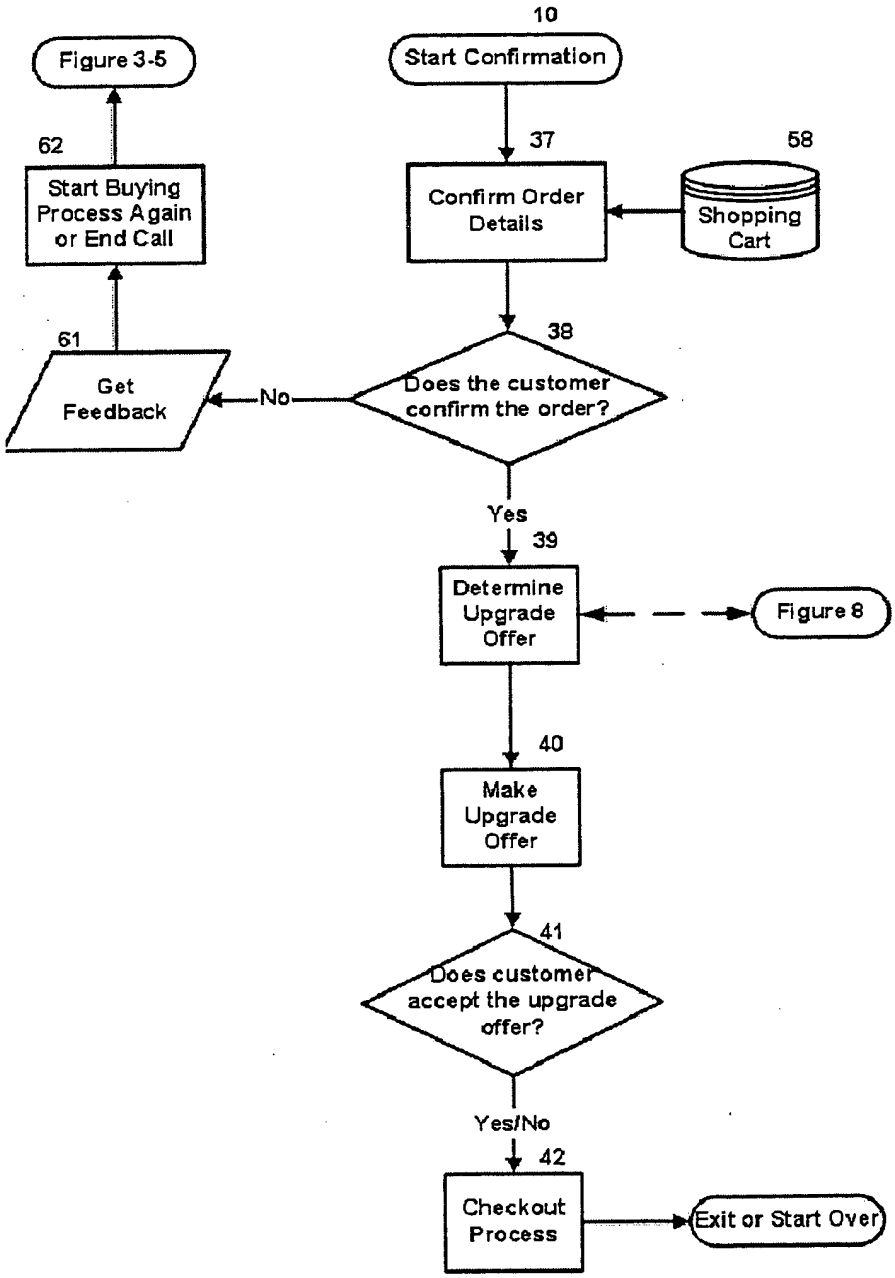
10
Start Confirmation
Figure 3-5
62
Start Buying Process Again or End Call
37
Confirm Order Details
58
Shopping Cart
61
Get Feedback
No
38
Does the customer confirm the order?
Yes
39
Determine Upgrade Offer
Figure 8
40
Make Upgrade Offer
41
Does customer accept the upgrade offer?
Yes/No
42
Checkout Process
Exit or Start Over

FIG. 7

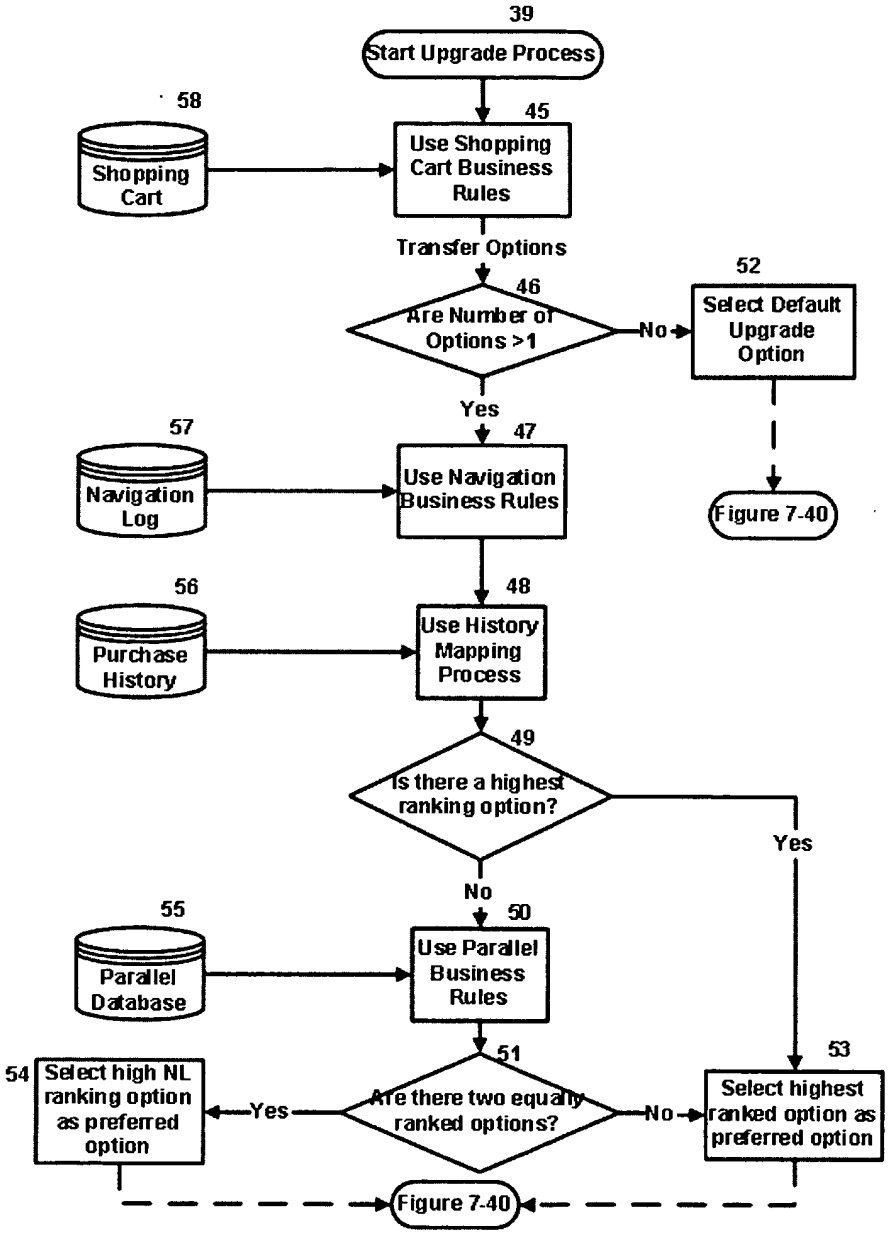
39
Start Upgrade Process
58
Shopping Cart
45
Use Shopping Cart Business Rules
Transfer Options
46
Are Number of Options >1
No
52
Select Default Upgrade Option
Figure 7-40
Yes
57
Navigation Log
47
Use Navigation Business Rules
56
Purchase History
48
Use History Mapping Process
49
Is there a highest ranking option?
Yes
No
55
Parallel Database
50
Use Parallel Business Rules
51
Are there two equally ranked options?
Yes
54
Select high NL ranking option as preferred option
No
53
Select highest ranked option as preferred option
Figure 7-40

FIG.8